INTERNATIONAL HOME TEXTILES EXHIBITION

MOROCCO
HOME TEXTILES EXPO

12th EDITION

AFRICA'S LEADING
HOME TEXTILES
PLATFORM

01-04
APRIL 2027

MOHAMMED VI EXHIBITION PARK, EL JADIDA



ORGANIZER

PYRAMIDS GROUP
ufi Member

INSTITUTIONAL PARTNER

CCISCS
CHAMBRE DE COMMERCE, D'INDUSTRIE ET DE SERVICES
CASABLANCA - SETTAT

www.moroccohometex.com

STRATEGIC HUB OF GLOBAL TRADE

The **12th edition** of the **Morocco Home Textiles Expo** will take place from **April 1-4, 2027,** in **El Jadida,** serving as the region's premier international sourcing platform for the home textiles and interior decoration sectors. Benefiting from three decades of **Pyramids Group** expertise, this event brings together thousands of global decision-makers, manufacturers, and buyers to establish direct commercial connections at the crossroads of three continents.

Morocco's strategic position as a central hub within the **Euro-Mediterranean Partnership (Euromed)** and its Advanced Status with the EU make it a primary gateway for international trade and a vital link to African and European networks. By leveraging a network of strategic agreements including the Agadir Agreement and the U.S. Free Trade Agreement, the Kingdom has harmonized regional standards and dismantled trade barriers to solidify its leadership in economic integration across **North Africa** and the **Gulf Region.**

The expo provides a dynamic environment for discovering the latest industry trends and sourcing from a curated portfolio of globally recognized brands, showcasing Moroccan manufacturing excellence through **100% finished "Made-in-Morocco" products** alongside international collections in one of the most thriving textile markets in the Mediterranean.



PROVEN SUCCESS *2026*

11,328
VISITORS

470
EXHIBITORS

23
VISITOR COUNTRIES

20
EXHIBITOR COUNTRIES

426
STRATEGIC B2B ENGAGEMENTS

20 EXHIBITOR COUNTRIES

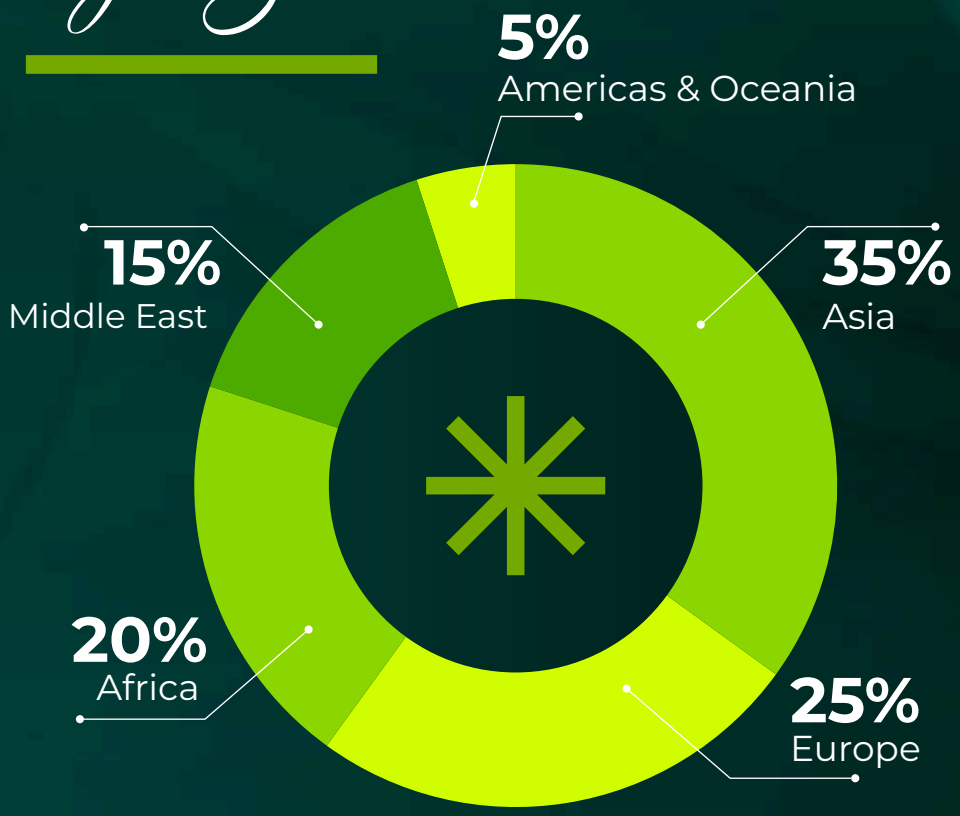
Morocco, Türkiye, China, Egypt, France, India, Colombia, Italy, UK, Pakistan, Portugal, Spain, Tunisia, Uzbekistan, Indonesia, Bangladesh, Brasil, Poland, Malaysia, Madagascar

6 COUNTRY PAVILIONS

China, Türkiye, Pakistan, Uzbekistan, Indonesia, Egypt

DISTRIBUTION OF EXHIBITORS

By Region



WHY EXHIBIT?

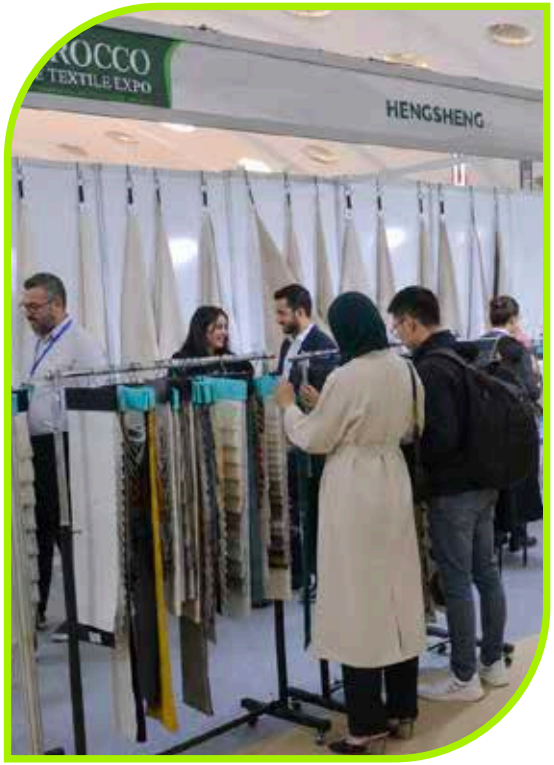
Market Entry: Access the thriving North African textile sector and establish your brand as a regional leader.

Network Expansion: Connect with key importers and wholesalers to bridge distribution across Africa and Europe.

Strategic Exposure: Showcase innovations to a targeted audience leveraging Morocco's central global position.

EXHIBITOR PROFILE

- **Curtains, Drapery & Window Coverings**
- **Carpets, Rugs & Floor Coverings**
- **Kitchen, Dining & Table Textiles**
- **Wall Coverings & Interior Surfaces**
- **Towels, Bath & Spa Textiles**
- **Upholstery & Furniture Fabrics**
- **Bedroom Textiles & Bedding Products**
- **Hospitality & Contract Textiles**
- **Home Decor & Decorative Textiles**
- **Design Studios**
- **Technology & Services**
- **Raw Materials & Textile Inputs**
- **Trade Publications**



WHY VISIT?

Trend Discovery: Explore the latest innovations and global brands in the home textiles and decor sector.

Market Intelligence: Compare providers and gain insights into emerging consumer demands across the Gulf Region and Africa.

Business Growth: Engage in a professional environment designed for networking and long-term partnerships.

Direct Sourcing: Meet international suppliers and negotiate high-quality deals under one roof.

VISITOR PROFILE

- **Importers & Exporters**
- **Manufacturers**
- **Wholesalers & Distributors**
- **Agents & Buying Offices**
- **Department Stores**
- **Chain and Specialty Stores**
- **Design & Lifestyle Stores**
- **Interior Designers**
- **Hospitality & Facility Managers**
- **Media & Trade Publications**
- **Associations & Institutions**



DISTRIBUTION OF VISITORS

By Region



SHOW SNAPSHOTS














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01-04 APRIL 2027 MOHAMMED VI EXHIBITION PARK, EL JADIDA

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